

# Commission for Arts and Culture



## Department Description

The City of San Diego Commission for Arts and Culture (Commission) was established in 1988. Reporting directly to the Mayor's Office, the Commission is responsible for making all recommendations pertaining to arts and culture for City funding through its two competitive application programs. In addition, the Commission provides technical assistance in the areas of grant writing, non-profit management, and marketing, administers the Public Art Program which oversees the commission of new artworks and the management of the City's art collection, and spearheads cultural tourism and special initiatives.

The Commission is the only public arts agency in San Diego County supporting artists and arts and culture organizations to ensure their programs and services are accessible to the public and of the highest quality. The Commission involves all sectors of the city in its planning processes in an effort to build audience participation and community support. Through effective public policy, advocacy, strategic partnerships, technical assistance and funding, the Commission supports arts and cultural programming, neighborhood arts programs, festivals, public art and cultural tourism all of which contribute to the quality of life, the economy, and the vibrancy of San Diego.

The Department's mission is:

*To vitalize the City by supporting the region's cultural assets, integrating arts and culture into community life, and showcasing San Diego as an international cultural destination*

## Service Efforts and Accomplishments

The Commission's Fiscal Year 2011 Allocations Programs support 111 San Diego non-profit organizations through the Organizational Support Program (OSP) with 75 arts and culture organizations and Creative Communities San Diego (CCSD) with 36 projects. In 2009, the 76 OSP-funded organizations contributed more than \$181.0 million in direct expenditures to the local economy and supported more than 7,000 jobs. These organizations represent annual operating incomes ranging from \$9,000 to more than \$19.0 million. In addition, more than 11,000 volunteers and 1,200 volunteer board members donated time and talent to these organizations.

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The impact of OSP-funded arts and culture organizations extends far beyond the number of tickets sold. Education and outreach criteria within the Commission's funding guidelines encourage these organizations to reach San Diego's youth and under-served communities ultimately serving more than 430,000 individuals. In addition to selling 3.3 million admissions, OSP organizations provided more than 2.0 million admissions free of charge.

Last year, the Mayor, Commission, and the San Diego Regional Arts and Culture Coalition released the 2009 Arts and Culture Economic and Community Impact Report which provides evidence that arts and cultural organizations are instrumental in making San Diego a vibrant city and helping build a competitive and creative edge. The Report was distributed to community leaders, media, and policy makers throughout the country. The report found that over 1.4 million visitors traveled to San Diego to participate in arts and cultural organizations funded by the Commission, pumping more than \$750 million into the local economy.

In Fiscal Year 2010, the Commission administered the 2004 Public Art Master Plan, Council Policy 900-11 (two percent for art in public projects) and Ordinance 19280 (one percent for art in private development projects). Commission staff completed a contract for the design and construction of an educational space for children at the Serra Mesa-Kearny Mesa Branch Library, a project which was funded by the First 5 Commission of California. Commission staff also acted as project managers for numerous public art projects funded by the Southeastern Economic Development Corporation, the Centre City Development Corporation, and the City's Redevelopment Division. The Commission partnered with the Creative Capital Foundation to present a weekend workshop that educated regional artists about effectively utilizing various web-based technologies to grow, promote, and market their work. The Commission worked with the Port of San Diego, the San Diego International Airport Art Program, the City of Escondido, and the City of Carlsbad to host another training opportunity for regional artists called Artist Portfolio Review Day. The Commission also partnered with the City's Store Front Improvement Program to create a process for offering rebates for public art in store front improvements.

During 2008, amendments to the San Diego Municipal Code (Section 26.0701 et seq.) were made to define the role of the Commission and Commission staff in the management of the artwork owned by the City. Those amendments are currently being integrated into the Commission's practices. Further policies and procedures for the management of the City's art collection are under development in collaboration with other City departments. The intended net effect of these interlinked collections management policies and procedures is an increase in the quality, value, safety, and condition of the City's art assets.

The Commission continues to evaluate the effectiveness of its cultural tourism strategies designed to increase visitor participation in San Diego's cultural amenities. Moreover, it has renewed and strengthened its partnership with the San Diego Regional Convention and Visitors Bureau (ConVis) and its cultural tourism marketing program, San Diego Art + Sol. This partnership remains crucial to the development of a particularly lucrative and growing niche within the larger tourism industry. Cultural tourists, travelers who visit a location primarily to experience art and cultural sites and events, generally stay in hotels, visit for a longer period of time, and spend more discretionary income than other tourists.

In 2003, the Commission instigated the Diversity Initiative, a multi-year, multi-organization, and multi-dimensional project to serve as a catalyst to educate, promote, strengthen, and enhance the fabric of San Diego's rich and vibrant arts and cultural community. In August 2009, those efforts culminated in the release of a report on the Commission's Diversity Initiative. This is now a tool for current arts administrators, board members, future generations, as well as colleagues in other communities. Complete with best practices, case studies, and valuable recommendations, the report is also a blueprint for efforts towards achieving diversity on staff and boards, as well as programming and outreach strategies.

Often in collaboration with partner organizations such as San Diego Grant Makers and the San Diego Foundation, the Commission presented a number of educational workshops for arts organizations. These included administering an Emerging Leaders group for up-and-coming arts administrators, marketing workshops that help participants create successful media kits and learn to harness the power of the emerging web 2.0 platforms, as well as a speaker series that brought industry leaders to San Diego. The Commission also launched BANG, a regional marketing campaign for the arts and culture industry designed to drive traffic to the San Diego Art+Sol website, as well as develop

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business support and patronage for the arts. This campaign will evolve and broaden in Fiscal Year 2011. Additionally, in the current year, the Commission launched its new logo, brand, and a new website. This logo is now being conveyed to a national audience of arts professionals who will attend the 2011 Americans for the Arts convention in San Diego hosted by the Commission.

Finally, during Fiscal Year 2010, the Commission continued the successful collection and management of financial and other quantitative forms of data from its OSP applications for funding through participation in the California Cultural Data Project (CA-CDP). In addition to creating an online mechanism for applicants to report their data, the CA-CDP provides applicants access to certified public accountants to help with financial reporting questions, as well as access to automated financial reports which contractors may submit in lieu of their own internally-produced financial reports as part of their year-end requirements.

All applications, request for payment, and final reporting forms have been converted to Microsoft Word documents so organizations can complete them and save them onto their own computers. Forms are also available in PDF for organizations that do not use Microsoft Office. In addition, forms are available from the Commission's website. Tracking receipt and processing of all forms is now done using a Microsoft Access database which enables staff to efficiently notify applicants and contractors of omissions, errors, and expirations in a timely manner.



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## Department Summary

		FY2010 Budget		FY2011 Adopted		FY2010–2011 Change
Positions		6.00		6.00		0.00
Personnel Expenses	\$	601,672	\$	668,624	\$	66,952
Non-Personnel Expenses		264,654		164,056		(100,598)
<b>Total Department Expenses</b>	<b>\$</b>	<b>866,326</b>	<b>\$</b>	<b>832,680</b>	<b>\$</b>	<b>(33,646)</b>
<b>Total Department Revenue</b>	<b>\$</b>	<b>30,000</b>	<b>\$</b>	<b>–</b>	<b>\$</b>	<b>(30,000)</b>

## Public Art Fund

### Department Expenditures

		FY2010 Budget		FY2011 Adopted		FY2010–2011 Change
Public Art	\$	30,000	\$	–	\$	(30,000)
<b>Total</b>	<b>\$</b>	<b>30,000</b>	<b>\$</b>	<b>–</b>	<b>\$</b>	<b>(30,000)</b>

### Expenditures by Category

		FY2010 Budget		FY2011 Adopted		FY2010–2011 Change
<b>NON-PERSONNEL</b>						
Supplies	\$	1,150	\$	–	\$	(1,150)
Contracts		25,747		–		(25,747)
Information Technology		3,000		–		(3,000)
Other		103		–		(103)
<b>NON-PERSONNEL SUBTOTAL</b>	<b>\$</b>	<b>30,000</b>	<b>\$</b>	<b>–</b>	<b>\$</b>	<b>(30,000)</b>
<b>Total</b>	<b>\$</b>	<b>30,000</b>	<b>\$</b>	<b>–</b>	<b>\$</b>	<b>(30,000)</b>

### Revenues by Category

		FY2010 Budget		FY2011 Adopted		FY2010–2011 Change
Other Financial Sources (Uses)	\$	30,000	\$	–	\$	(30,000)
<b>Total</b>	<b>\$</b>	<b>30,000</b>	<b>\$</b>	<b>–</b>	<b>\$</b>	<b>(30,000)</b>

## Transient Occupancy Tax Fund

### Department Expenditures

		FY2010 Budget		FY2011 Adopted		FY2010–2011 Change
Commission for Arts and Culture	\$	670,582	\$	702,328	\$	31,746
Public Art		165,744		130,352		(35,392)
<b>Total</b>	<b>\$</b>	<b>836,326</b>	<b>\$</b>	<b>832,680</b>	<b>\$</b>	<b>(3,646)</b>

### Department Personnel

		FY2010 Budget		FY2011 Adopted		FY2010–2011 Change
Commission for Arts and Culture		5.00		5.00		0.00
Public Art		1.00		1.00		0.00
<b>Total</b>		<b>6.00</b>		<b>6.00</b>		<b>0.00</b>

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## Significant Budget Adjustments

	FTE	Expenditures	Revenue
<b>Adjustment to Contracts and Equipment Outlay</b>	0.00	\$ 59,700	\$ –
Funding allocated according to a zero-based annual review of contract and equipment outlay requirements.			
<b>Total</b>	<b>0.00</b>	<b>\$ 59,700</b>	<b>\$ –</b>

## Expenditures by Category

	FY2010 Budget	FY2011 Adopted	FY2010–2011 Change
<b>PERSONNEL</b>			
Salaries and Wages	\$ 407,074	\$ 413,051	\$ 5,977
Fringe Benefits	194,598	255,573	60,975
<b>PERSONNEL SUBTOTAL</b>	<b>\$ 601,672</b>	<b>\$ 668,624</b>	<b>\$ 66,952</b>
<b>NON-PERSONNEL</b>			
Supplies	\$ 10,367	\$ 3,569	\$ (6,798)
Contracts	189,054	126,845	(62,209)
Information Technology	27,464	27,748	284
Energy and Utilities	3,156	1,846	(1,310)
Other	3,613	4,048	435
Capital Expenditures	1,000	–	(1,000)
<b>NON-PERSONNEL SUBTOTAL</b>	<b>\$ 234,654</b>	<b>\$ 164,056</b>	<b>\$ (70,598)</b>
<b>Total</b>	<b>\$ 836,326</b>	<b>\$ 832,680</b>	<b>\$ (3,646)</b>

## Personnel Expenses

Job Number	Job Class	Job Title / Wages	FY2010 Budget	FY2011 Adopted	Salary Range	Total
20000024	1107	Administrative Aide 2	1.00	1.00	\$42,578 - \$51,334	\$ 50,051
20000132	1218M	Associate Management Analyst	0.00	1.00	54,059 - 65,333	61,740
20000119	1218	Associate Management Analyst	1.00	0.00	54,059 - 65,333	–
20001220	2268	Executive Director	1.00	1.00	46,966 - 172,744	94,563
20000924	1876	Executive Secretary	1.00	1.00	43,555 - 52,666	49,769
20000778	1769	Public Art Program Administrator	2.00	2.00	66,768 - 80,891	156,928
<b>Salaries and Wages Subtotal</b>			<b>6.00</b>	<b>6.00</b>		<b>\$ 413,051</b>

Employee Offset Savings	\$ 9,472
Flexible Benefits	41,125
Long-Term Disability	3,857
Medicare	6,215
Other Post-Employment Benefits	37,980
Retirement ARC	115,957
Retirement DROP	2,973
Retirement Offset Contribution	6,795
Risk Management Administration	5,880
Supplemental Pension Savings Plan	21,466
Unemployment Insurance	901
Unused Sick Leave	343

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## Personnel Expenses (Cont'd)

Job Number	Job Class	Job Title / Wages	FY2010 Budget	FY2011 Adopted	Salary Range	Total
		Workers' Compensation				2,609
<b>Fringe Benefits Subtotal</b>						<b>\$ 255,573</b>
<b>Total Personnel Expenses</b>						<b>\$ 668,624</b>

## Budget by Program

	FY2011 Positions		FY2011 Expenditures		FY2011 Revenue
Arts, Cultural, Communities, and Organizational Services	1.00	\$	193,026	\$	—
Capacity Development	0.00		1,294		—
General Administration/Management	4.00		483,010		—
IT Non-Discretionary	0.00		24,998		—
Public Art Fund	1.00		130,352		—
<b>Total</b>	<b>6.00</b>	<b>\$</b>	<b>832,680</b>	<b>\$</b>	<b>—</b>